

AMENDMENTS TO THE CLAIMS

Please make the following amendments to the claims:

1. (Cancelled)
2. (Previously Presented) The computer-readable medium of claim 35, the program further comprising generating a marketing recommendation based at least in part on the generated assessment.
3. (Previously Presented) The computer-readable medium of claim 2, wherein the marketing recommendation is an absolute recommendation based at least in part on a predetermined threshold.
4. (Currently Amended) The computer-readable medium of claim 2, wherein the marketing recommendation is a relative recommendation based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of ~~licensing rights of~~ other intellectual property rights assets.
- 5-9. (Cancelled)
10. (Previously Presented) The computer-readable medium of claim 35, wherein the criterion is selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.
11. (Currently Amended) A method for determining whether to market ~~licensing rights for an~~ intellectual property rights asset, the method comprising:

receiving intellectual property rights asset protection data, wherein the intellectual property rights asset protection data includes protection data corresponding to a plurality of intellectual property rights assets, wherein each intellectual property rights asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property asset;

storing the intellectual property rights asset protection data in an intellectual property rights asset protection database including a plurality of intellectual property rights asset protection data records, wherein each intellectual property rights asset protection data record of the plurality of intellectual property rights asset protection data records in the intellectual property rights asset protection database corresponds to at least one intellectual property rights asset;

providing intellectual property rights asset protection data from at least one intellectual property rights asset protection data record in the intellectual property rights asset protection database for at least one intellectual property rights asset to an intellectual property marketing opportunity scoring system; and

determining, utilizing a computer system of the intellectual property marketing opportunity scoring system, an intellectual property ~~licensing rights~~ marketing opportunity score for the intellectual property rights asset for prioritization of marketing opportunities among the plurality of intellectual property rights assets, including

determining a market potential assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database ~~for licensing rights for the intellectual property rights asset~~,

determining a marketing project timeframe assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property

~~rights~~ asset protection database for ~~licensing rights~~ for the intellectual property rights asset,
determining a projected revenue potential assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights~~ for the intellectual property rights asset,
determining a competitive threat assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights~~ for the intellectual property rights asset, and
determining a marketing opportunity assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights~~ for the intellectual property rights asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

12. (Currently Amended) The method of claim 11, the method further comprising:
determining an intangible value assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights~~ ~~for the intellectual property rights asset~~,
wherein the marketing opportunity assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights~~ ~~for the intellectual property rights asset~~ is further based at least in part on the determined intangible value assessment.

13. (Currently Amended) The method of claim 11, the method further comprising determining that ~~licensing rights for~~ the intellectual property rights asset ~~are is~~ to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.
14. (Currently Amended) The method of claim 11, wherein the determining a marketing potential assessment ~~step~~ further includes determining an intellectual property rights product viability assessment.
15. (Currently Amended) The method of claim 11, wherein the determining a marketing project timeframe assessment ~~step~~ further includes determining an intellectual property rights product marketing readiness assessment.
16. (Currently Amended) The method of claim 11, wherein the determining a projected revenue potential assessment ~~step~~ further includes determining a projected total anticipated revenue assessment.
- 17-34. (Cancelled)
35. (Currently Amended) A computer-readable medium containing a program for use in a computer for determining whether to market ~~licensing rights for~~ an intellectual property rights asset, the program comprising ~~the steps of:~~
- receiving intellectual property rights asset protection data, wherein the intellectual property rights asset protection data includes protection data corresponding to a plurality of intellectual property rights assets, wherein each intellectual property rights asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property rights asset;
 - storing the intellectual property rights asset protection data in an intellectual property rights asset protection database including a plurality of

intellectual property rights asset protection data records, wherein each intellectual property rights asset protection data record of the plurality of intellectual property rights asset protection data records in the intellectual property rights asset protection database corresponds to at least one intellectual property rights asset;

providing intellectual property rights asset protection data from at least one intellectual property rights asset protection data record in the intellectual property rights asset protection database for at least one intellectual property asset to an intellectual property marketing opportunity scoring system; and

determining by the intellectual property marketing opportunity scoring system an intellectual property ~~licensing rights~~ marketing opportunity score for the intellectual property rights asset for prioritization of marketing opportunities among the plurality of intellectual property rights assets, wherein the determining includes generating an assessment of the marketability of ~~licensing rights for at least one the~~ intellectual property rights asset corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database, based at least in part on the intellectual property rights asset protection data and on a criterion, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property rights asset to a ~~licensing rights~~ customer will have a non-royalty impact on a marketer of the ~~licensing rights of the~~ intellectual property rights asset, wherein the determining of the intellectual property ~~licensing rights~~ marketing opportunity score includes a comparative analysis of information from a database of historical data regarding valuations of at least one other intellectual property rights asset.

36. (Currently Amended) The computer-readable medium of claim 35, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property rights asset to an intellectual property ~~licensing rights~~ customer

will give the customer a competitive advantage over the marketer of the ~~licensing rights of the~~ intellectual property rights asset.

37. (Currently Amended) The computer-readable medium of claim 35, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property rights asset to an intellectual property ~~licensing rights~~ customer will increase a potential for future commercially advantageous transactions by the marketer of the ~~licensing rights~~ intellectual property rights asset with the customer.
38. (Currently Amended) The computer-readable medium of claim 35, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property rights asset to an intellectual property ~~licensing rights~~ customer will foster internal organizational relations.
39. (Currently Amended) The computer-readable medium of claim 35, the program further comprising ~~the step of:~~
determining that the ~~licensing rights of the~~ intellectual property rights asset ~~are~~ is to be marketed when the generated assessment satisfies a predetermined threshold.
40. (Currently Amended) The computer-readable medium of claim 35, the program further comprising ~~the step of:~~
determining that the ~~licensing rights of the~~ intellectual property rights asset ~~are~~ is to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of ~~licensing rights of~~ other intellectual property rights assets.
41. (Currently Amended) A method for determining whether to market ~~licensing rights of an~~ intellectual property rights asset, the method comprising ~~the steps of:~~

receiving intellectual property rights asset protection data, wherein the intellectual property rights asset protection data includes protection data corresponding to a plurality of intellectual property rights assets, wherein each intellectual property rights asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property rights asset;

storing the intellectual property rights asset protection data in an intellectual property rights asset protection database including a plurality of intellectual property rights asset protection data records, wherein each intellectual property rights asset protection data record of the plurality of intellectual property rights asset protection data records in the intellectual property rights asset protection database corresponds to at least one intellectual property rights asset;

providing intellectual property rights asset protection data from at least one intellectual property rights asset protection data record in the intellectual property asset rights protection database for at least one intellectual property rights asset to an intellectual property marketing opportunity scoring system; and

generating, utilizing a computer system of the intellectual property marketing opportunity scoring system, an intellectual property licensing rights marketing opportunity score for the intellectual property rights asset for prioritization of marketing opportunities among the plurality of intellectual property rights assets, including generating an assessment of the marketability of the licensing rights of at least one intellectual property rights asset corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database based at least in part on the intellectual property rights asset protection data and on a criterion, wherein the criterion includes whether marketing the licensing rights of the intellectual property rights asset to an intellectual property licensing rights customer will have a non-

royalty impact on a marketer of the ~~licensing rights of the~~ intellectual property rights asset.

42. (Currently Amended) The method of claim 41, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property rights asset to the ~~licensing rights~~ intellectual property customer will give the ~~licensing rights~~ intellectual property customer a competitive advantage over the marketer of the ~~licensing rights of the~~ intellectual property rights asset.
43. (Currently Amended) The method of claim 41, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property rights asset to the ~~licensing rights~~ intellectual property customer will increase a potential for future commercially advantageous transactions by the marketer with the ~~licensing rights~~ intellectual property customer.
44. (Currently Amended) The method of claim 41, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property rights asset to an intellectual property ~~licensing rights~~ customer will foster internal organizational relations.
45. (Currently Amended) The method of claim 41, wherein the criterion includes a protection status associated with the intellectual property rights asset.
46. (Currently Amended) The method of claim 41, the method further comprising ~~the step of:~~ determining that the ~~licensing rights of the~~ intellectual property rights asset ~~are is~~ to be marketed when the generated assessment satisfies a predetermined threshold.
47. (Currently Amended) The method of claim 41, the method further comprising ~~the step of:~~

determining that the ~~licensing rights of the~~ intellectual property rights asset ~~are~~ is to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of ~~licensing rights of~~ other intellectual property rights assets.

48. (Currently Amended) A computer-readable medium containing a program for use with a computer for determining whether to market ~~licensing rights of~~ an intellectual property rights asset, the program comprising ~~the steps of:~~

receiving intellectual property rights asset protection data, wherein the intellectual property rights asset protection data includes protection data corresponding to a plurality of intellectual property rights assets, wherein each intellectual property rights asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property rights asset;

storing the intellectual property rights asset protection data in an intellectual property rights asset protection database including a plurality of intellectual property rights asset protection data records, wherein each intellectual property rights asset protection data record of the plurality of intellectual property rights asset protection data records in the intellectual property asset rights protection database corresponds to at least one intellectual property rights asset;

providing intellectual property rights asset protection data from at least one intellectual property rights asset protection data record in the intellectual property rights asset protection database for at least one intellectual property rights asset to an intellectual property marketing opportunity scoring system; and

determining an intellectual property ~~licensing rights~~ marketing opportunity score for the intellectual property rights asset for prioritization of marketing opportunities among the plurality of intellectual property rights assets, including

determining a market potential assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset,

determining a marketing project timeframe assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset,

determining a projected revenue potential assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset,

determining a competitive threat assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset, and

determining a marketing opportunity assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

49. (Currently Amended) The computer-readable medium of claim 48, the program further comprising ~~the steps of~~:

determining an intangible value assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights~~ for the intellectual property rights asset, wherein the marketing opportunity assessment for the ~~licensing rights for the~~ intellectual property rights asset is further based at least in part on the determined intangible value assessment.

50. (Currently Amended) The computer-readable medium of claim 48, the program further comprising ~~the step of determining that the licensing rights of the intellectual property rights asset are~~ is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.
51. (Previously Presented) The computer-readable medium of claim 48, wherein the marketing potential assessment includes a product viability assessment.
52. (Previously Presented) The computer-readable medium of claim 48, wherein the marketing project timeframe assessment includes a product marketing readiness assessment.
53. (Previously Presented) The computer-readable medium of claim 48, wherein the projected revenue potential assessment includes a projected total anticipated revenue assessment.
54. (Previously Presented) The computer-readable medium of claim 48, wherein the marketing criterion is selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.